



POWER-MOTION TECHNOLOGY  
REPRESENTATIVES ASSOCIATION

# FOCUS

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Volume II, Issue 1

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## President's Message

by Duncan MacDonald, CPMR, Engineered Industrial Products, Inc., Santa Fe Springs, CA

One of the best benefits I have gleaned from EIP's membership in PTRA is the chance to get to know other reps and learn how their businesses are both similar and different from my own. One of the things I've learned, unfortunately, is that doing business in the beautiful Peoples' Republic of California carries a very high price tag relative to many other rep territories.

Eight years ago, when EIP went through its last ownership transition we were basically five people "selling like hell" with one inside support person. Now, that seems like a distant memory after we have implemented a myriad of changes all

driven by the needs of our principals, our employees and a strong need to actually stay in business. I have heard many times that California is a trendsetter for the nation. I hope for your sake that is not true (I would much rather see some trends come our way from Texas or Georgia), but if it is, I thought some discussion of the changes we've seen and implemented might be helpful to you.

First and foremost is the cost of keeping good people. Our principals demand it, and in the long run keeping our employees for the remainder of their careers is the best way to bring

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## Please Note:

- Your 2002-2003 membership dues must be paid by no later than August 31! If you did not receive your invoice, please call or email the PTRA office.
- You can update your listing on the PTRA online membership directory at anytime, but now would be a good time to review what's there. Your username and password appear at the bottom of your dues invoice (or just drop PTRA an email and we'll send it right back to you).

## What's Going on at PTRA.ORG

by Bob Lennon, CPMR, Director/Chairman Communications Committee

It struck me as quite a surprise to realize that it was late July already. It seems like only a few weeks ago we were together in Orlando celebrating PTRA's 30<sup>th</sup> Anniversary. Despite the challenges of a weak economy, we are moving forward with our plans to continually improve the tools available to the membership at the website [www.ptra.org](http://www.ptra.org). We have taken the website surveys many of you completed in Orlando and are now pleased to

present the summarized results.

- 32 surveys were returned; 21 from Rep firms, 11 from Allied firms
- The majority of both groups had visited the site, typically reporting less than 10 visits for the year. 5 firms reported more than 10 visits. Only 2 firms denied having visited

the site at all.

- More than half reported using the Online Locator, typically reporting less than 10 visits for the year.
- Only 8 Rep firms and 3 Allied firms reported use of the MANA Search Map, all indicating less than 10 visits for the year.

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## LINES AVAILABLE!

### Bonfiglioli Group—BNA US Inc.

6714 Parklake Dr., Mason, OH 45040  
 Ph 765/474-5911 Fx 765/474-1742 oneill@bnaus.com  
 Garry O'Neill, National Sales Manager

**Territories Open:** St. Louis, MO; Kansas City, KS; Cincinnati, OH; Cleveland, OH; AL; MS; LA; AR; OK; NM; CO; UT; WY; MT; ID; WA; OR; AZ; CA; NV; VA; NC; SC; GA; TN

**Product Description:** Gear motors and gear boxes

**Target Markets:** OEMs in material handling, Food, Packaging; Water treatment and various other industries

### Diversified Plastics

3721 Grant Creek Rd., Missoula, MT  
 Ph 406/543-6653 Fx 406/728-4074 sales@diversifiedplastics.net  
 Rick Hogan, Sales Manager

**Territories Open:** AL, GA, FL, SC, NC, east TN, KY, VA, WV, OH, PA, north IL

**Product Description:** Engineered plastic parts. Catalogued standard products, such as gears, sprockets, bearings, as well as customer driven custom items. Our processes include fabrication, injection molding and cast urethane.

**Target Markets:** Power transmission distribution, OEM's, Wood products, Food processing, Sewage treatment, and General industrial

### Ringfeder Corporation

165 Carver Ave., Westwood, NJ 07675  
 Ph 201/666-3320 Fx 201/664-6053 carlf@ringfeder.com  
 Carl Fenstermacher, President

**Territories Open:** CO, UT, WY, MT

**Product Description:** Keyless locking devices, Couplings, Torque limiters

**Target Markets:** Packaging, Mining, Lumber, Printing, Reciprocating engines, Etc.

### R+W America, L.P.

1120 Tower Lane, Bensenville, IL 60106  
 Ph 630/521-9911 Fx 630/521-0366 info@rw-america.com  
 Meikel Quaas, President

**Territories Open:** TX, CO, AR, NM, AZ, TN, GA, AL, MS, UT

**Product Description:** R+W America is the U.S. arm of R+W couplings out of Germany. We manufacture an extensive line of precision couplings. They include zero backlash stainless steel bellow couplings, torque overload safety couplings, line shaft couplings, zero backlash Elastomer couplings, and linear couplings. These couplings serve a torque range from 0.4 to 88,500 in. lbs. (0.05 to 10,000 Nm), and shaft diameters from 0.04 to 7 inch diameter (0.05 to 180mm). For more detailed information visit our website at [www.rw-america.com](http://www.rw-america.com).

**Target Markets:** Any industry or application requiring precise motion control.

### Shimpo Drives, Inc.

1701 Glenlake Avenue, Itasca, IL 60143  
 Ph 630/671-2146 Fx 630/924-7382 skossoff@shimpodrives.com  
 Sam Kossoff, National Sales & Marketing Manager

**Territories Open:** Southern CA, upstate NY

**Product Description:** Inline cycloidal speed reducers, Mechanical adjustable speed drives, Servo planetary gear reducers

**Target Markets:** Food, grain, steel, bulk & package conveyors, Mixers, Waste water chemicals to both OEMs and distributors



**Attention Allied Members!**  
 Looking for the best rep for your open territory? Shorten your search time by advertising in the PTRA Focus and on the PTRA website! It's a free service open only to PTRA Allied Members! And, don't forget to use the Interview Session block of time during the Conference! Just let PTRA know in advance so we can spread the news!

## Making the Case for Outside Sales Reps

During the economic downturn that most of corporate America experienced in 2001, the following companies had something in common: Intel, Texas Instruments, Cirrus Logic and Hunt Wesson.

What tied them together was their decision last year to go from a direct (in-house) sales force to a contract, or outside, sales agency for some or all of their major product lines.

Two other companies – Motorola and Phillips – chose to use a contract sales force after spinning off a division (the semiconductor operation for Motorola; the Airpax for Phillips).

Indeed, in times of recession and/or cost-cutting, the use of outside sales representatives or agencies typically increases. As Erin Anderson, a marketing professor at INSEAD puts it, "These

agencies tend to do well when times are bad."

But if Anderson and colleague Len Lodish, a marketing professor at Wharton, had their way, outside sales agencies would flourish regardless of the economic climate. The two have collaborated on research that studies how to get the most out of an outside sales force consisting

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## President's Message . . . *Continued from page 1*

value to our principals and our firms. But the costs have clearly outpaced sales growth due to both market and legislative reasons. Direct compensation can be directly tied to sales performance, but a good benefits package is both expected and mandated. Health care, Workman's Compensation Insurance, payroll taxes, etc., etc., etc. were growing in cost at a pace that was going to force us to reduce direct compensation rates. The best solution we found was to outsource our human resources. We chose Administraff, but there are other companies out there. We were able to improve our benefits and limit our cost increases to a manageable level, and our first year costs were actually lower than they would have been as a small company on our own. If you are not familiar with the concept these companies become the employer of record and we get the benefit of cost sharing with 80,000+ employees.

In addition to H.R. costs, in California industrial real estate is high, gas is high, and housing is absurdly high, all of which force us to increase pro-

ductivity as measured by sales per outside salesman with any opportunity. We've gone through a myriad of computer and software solutions, with the latest and best being web based contact management and sales data management. For whatever reasons our principals are demanding more reports and more direct interface with them on specific account information. In a large geography with salespeople spread out having the ability to collect real-time data, account notes, mailing lists, etc. can save our salespeople hours per week and makes the data we send to principals more accurate.

In California the distributor chains are dominant, but they have been reacting to cost increases by cutting back on personnel, thus putting more on us to support them properly. We are making more end user calls on their behalf without distributor salespeople present. In addition we must increase the number of contacts made at the OEM level and decrease the number of calls required at any account to get that first order in order to make productivity gains. This

has caused us to increase the inside staff and shift workload to the inside that used to be done by outside salespeople. Such tasks as initial lead follow up, prospecting, account maintenance, and reporting are becoming inside tasks wherever practical.

These represent a few of what I consider major changes over the past few years at EIP. I wish I could say they were all wildly successful, but as you know nothing is easy, and change is a struggle. But it's necessary, as evidenced by the number of rep firms here that have gone out of business in the past few years. In ending I have a couple words of advice: 1. Don't open up a rep firm in California, and 2. Utilize the networking opportunities at PTR A and the educational opportunities through MRERF to help discern what opportunities to increase productivity you can and need to implement. The forces at work that will drive your costs up are like a swarm of hungry locusts and they just might be heading your way from California.

## Another Great Meeting of the Minds!

PTRA's 30th Anniversary Conference was a tremendous success—a lot of thought-provoking information was disseminated and a lot of invaluable networking took place (rep to rep, rep to manufacturer and manufacturer to manufacturer). Thanks to our Conference Chairman Mike Richie, his Co-Chair Jerry Moore, and everyone who had a hand in pulling it together and following through in the execution of the meeting for all their hard work! Make sure you're part of next year's Conference, April 2-5 at the Crowne Plaza on Hilton Head Island, South Carolina!

## Making the Case . . . *Continued from page 3*



You can contact PTR A Legal Counsel Mitchell Kramer, Kramer & Kramer, LLP, at his new email address, [krameresq@aol.com](mailto:krameresq@aol.com), or by phone at 215/887-9030. Mitchell recently updated PTR A's rep/principal agreement, which was mailed to all members. If you need additional copies, call PTR A or download the file from the PTR A website, [www.ptra.org](http://www.ptra.org)!

of employees "who don't report to you, don't take orders from you and in general can't be managed the way your own employees are managed," says Anderson.

It's hardly an academic question. The payoff for a productive relationship with an outside sales force can be substantial. Properly handled, says Anderson, outside sales representatives will not just work hard to sell your products, but can provide you with important information about the market in general and your competitors in particular.

Given the broad interest in sales force management, both in-house and on a contract sales basis, Anderson and Lodish will teach an executive education course March 3-7, 2002 in San Francisco titled "Leading the Effective Sales Force."

The best available statistics, says Anderson, indicate that about 50% of all companies operating in North America use a contract sales force in some capacity, whether for a piece of their product line, a certain geographic region or a particular application. The 50% figure is high because "a lot of companies use outside reps for the 'leftovers' – segments or products that aren't really central to what they are doing," Anderson says.

For example, a company that makes power tools might hire an outside sales force to sell its products to one particular and not very large customer segment, such as military PXes. On the other hand, some industries, like electronic components, hardware and chemicals, use outside reps for a substantial part of their business. National Semiconductor and Advanced Micro Devices fall

into this category, in part because their components are used in so many products in so many industries that it would be difficult for an in-house sales force to cover the entire market.

Contract sales forces can sell services as well, such as advertising. For example, a radio station might use an outside sales force to sell its radio time to advertisers. The theory is the same, says Anderson.

"Potentially anyone could advertise, and an in-house sales force can't cover everybody."

While some outside agencies are huge – especially in the food business where one agency ("food broker") often employs several hundred people – agencies in most other industries tend to be small. The typical outfit is a 5 to 10-person firm covering a well-defined and somewhat narrow geography. Anderson says that some industries don't lend themselves well to outside reps. Pharmaceutical companies' sales forces are almost always in-house because of ethics and accountability issues unique to selling drugs. But for smaller pharmaceutical products, says Lodish, drug companies "are finding they can't give them the attention they need. An outside sales force, one with expertise in the industry, can. So the pharmaceuticals are turning to outsourcing in these instances."

### "Optimal Allocation"

In their research into business to business markets, Anderson and Lodish have studied how outside agencies allocate their time to their various manufacturer clients, i.e. which manufacturers received more of the sales reps' time and which received less. The key, it turns out, is "optimal allocation." "The biggest thing you as a

manufacturer can do to make your outside sales force interested in selling your product is to make it financially interesting compared to the rest of the agency's products," says Anderson. "Basically you have to sell your product to the sales force before you can sell it to your customers."

Anderson and Lodish worked out the time split that would maximize an agency's profits. "We asked the following question: If we were the owners of this agency and all we wanted to do is make as much money as we could, what amount of time should we give each product? What time spread would give us the optimal return? The optimal return goes up if one product line offers a better commission to the sales force. It goes up if one hour spent selling that product gives the agency more volume than one hour spent selling something else. The optimal return goes down if an hour spent selling doesn't lead to many sales or if the commission rate is lower."

The important thing to remember, says Anderson, is that "sales agencies are run by good managers with a good nose for where the money is. Some manufacturers don't think sales reps have the brains to figure that out. They do."

Anderson and Lodish also looked at the "more human" side of the business when trying to determine which manufacturers were able to get the most selling time from their outside reps. They found that the second biggest factor, behind optimal allocation, was the manufacturer's ability to communicate with the agency. That includes "good listening." Manufacturers who listened as well as talked were successful in getting a rep's attention, which

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## Making the Case . . . Continued from page 4

resulted in two payoffs – more of the rep's time and more information from that rep on the market. "One of the reasons many companies don't like to use an outside sales force is because they say they can get market reports from their own people. But a lot of inside people don't take the time to make those reports, while many outside agencies do," says Anderson.

The third most important dynamic in the manufacturer/sales force relationship is synergy. An outside sales rep will make up a portfolio of products that are complementary, but not competitive. For example, the rep will sign up a paper manufacturer, a desk supplies manufacturer, a printer manufacturer and so forth, so that he or she has one brand in every product category. When the sales rep calls on an office products buyer, the rep covering this market has the advantage of a full product line that not only increases sales for him and his client but also ensures better access to the time-challenged buyer. "A sales rep can leverage off the fact that he is the trusted source of information for a whole slew of products. He sells more products and provides a service to the buyer," says Anderson. "Synergy," she adds, "means your line fits in well with the other lines. The more your product has synergy, the more time you will get from your rep."

Anderson recalled an electronic components sales rep who was convinced by a manufacturer of rotating crystal balls to include his product in sales calls to discotheque owners. Discos are stuffed with sophisticated electronic equipment, so the rep, an engineer by training, made long sales calls dominated by

discussion of electronics. The rep later told the crystal ball manufacturer that he was "too embarrassed" to promote the product during his calls. "That's negative synergy," says Anderson. "An engineer talking about crystal balls" was not a winning combination.

The researchers also studied the impact that "getting along well" with your outside reps has on a successful relationship. "Yes, it's important to get along with, and trust, each other but what was striking in our research is that this attribute is not that big," says Anderson. "At the end of the day, the reps are businesspeople. They won't spend more time on your product just because they like you. The price you pay for not being buddies with them is not very high. Again, this goes against the image many manufactures have of sales people which is that are unsophisticated. They aren't."

### The Importance of Forecasting

Sales agencies care about accurate forecasts, mainly because it helps them decide how much time to put into selling a particular product. While forecasts were not as influential as the other factors mentioned above, "No news is bad news when trying to develop a sales forecast. We tell manufacturers that if they have any kind of information that would indicate how their product will sell in the field, don't hold it back," says Anderson. "Share it with the sales agency so the rep will be more confident in his forecast. It will get you more time."

Almost important as accurate forecasting are the growth prospects for a manufacturer's product category. "The potential for that category to grow over five years will

affect the attention it gets from the rep," says Anderson. "It shows sales agencies are thinking about the future."

Anderson and Lodish also studied the manufacturer's power over the agent. "We find, as you would expect, that the more powerful the manufacturer is, the more time his product gets. The more powerful the agency is, the more it can decide how much time to give. But overall, this relationship is not that big a factor, mainly because these agencies very carefully keep a diversified portfolio of manufacturers," says Anderson. "They follow the 'rule of one third.' If one manufacturer is beginning to account for more than one third of the agency's sales, it risks becoming too powerful. The agency will most likely focus on growing its business in order to dilute that power."

### Scapegoats for Poor Performance

After more than a decade of research into this field, Anderson is more convinced than ever that outside sales agencies, if managed properly, make sense for most companies. Yet even companies that sign on with agencies "are almost apologetic about doing it and, in fact, tend to misuse them. And when they misuse them, these manufacturers then turn around and blame the sales agency rather than themselves or their product."

In the 1980s, Apple Computer used all outside sales reps but eventually went to an all direct (in-house) sales force after claiming that reps weren't doing a good enough job of selling Apple's products. "We now know, of course, that there were significant market reasons why

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## PTRA Mission Statement

The POWER-MOTION TECHNOLOGY REPRESENTATIVES ASSOCIATION (PTRA) is an Association of independent manufacturers' representatives and manufacturers dedicated to promoting the sales representation (rep) function in the power transmission and motion control industries. PTRA will strive to offer all members opportunities for education, information exchange, networking with other reps and manufacturers, plus an array of quality services designed to improve career performance and professional stature.

## Making the Case . . . *Continued from page 5*



the computers weren't selling, but Apple chose instead to blame the reps," says Anderson. Companies that mismanage outside sales agencies will also mismanage their own direct sales force and often end up in bankruptcy, she added.

Ironically, even when outside sales forces are doing well, companies will use that as another excuse to discontinue them. "One of the most common reasons a manufacturer will ditch the rep and go direct is because the rep is doing a great job," says Anderson. "The manufacturer thinks, 'Wow. We could do even better if we had our own people.'

It's the fundamental attribution bias: You blame external forces for all bad news and take credit for all good news. So reps are in danger of losing business if they do well or if they do badly." "What some companies don't realize," adds Lodish, "is that outside sales reps are often more motivated than the internal sales force. They know more about the market and they are hungry for the business."

Anderson recently spent time interviewing members of a \$100 million manufacturer of electronic components located in the northeastern U.S. that uses an outside sales force. She also

interviewed several of the outside reps. "One of the things that was clear from talking to company employees was that they have an unquestioned respect for their sales agents. They view them the way others view their lawyers or consultants or accountants. They trust and respect them and treat them as professionals. The sales reps handle 85% of the manufacturer's business. It's a very successful relationship."

*This article is reprinted with permission from Knowledge@Wharton, <http://knowledge.wharton.upenn.edu>*

## What's Going on at PTRA.ORG . . . *Continued from page 1*

- 8 Rep firms and 4 Allied firms had read FOCUS Online, 13 Rep firms and 7 Allied firms had not, with one report of "I didn't know it was there".
- The majority still prefer a mailed copy of FOCUS, but many gave comments indicating "no real preference" and "email is OK if it saves money".
- We were split on Fee Based vs. Free access to the Online Locator data, with a slight edge for keeping it Fee Based. The Allied responses were split 5 to 4 in favor of Fee Based, Rep replies were split 12 to 6 for Fee Based.
- PayPal was another split

issue with 9 Rep firms in favor, 8 opposed; 3 Allied firms in favor, 6 opposed. Many wrote comments along the lines of "possibly in the future", "maybe", and "not yet".

Overall we are pleased with the results and appreciate your responses and comments. It is apparent that the usage of the site is growing, and we encourage all to explore the Online Locator, the MANA Search Map, Lines Available, and read FOCUS Online. Remember, if you no longer feel the need for the Association to pay to mail a copy of FOCUS to your office, you can contact Pam Bess at [info@ptra.org](mailto:info@ptra.org) and she will put you on the "No Mail" list. Again, you will not miss out on any content by selecting this option, if Headquar-

ters has data that needs to be mailed it will be mailed to all. Over the next month or two, we plan to do a thorough review of the current content on the site. All of the text data will be reviewed to assure it is still relevant and fresh. Outdated material will be removed, and new info will be posted for the benefit of our members. Info on the 2003 Conference will be added as well. Anyone having additional thoughts or comments on the site and its content can feel free to contact me at 630-365-1540 or email to [bob@tplennoncompany.com](mailto:bob@tplennoncompany.com).

As a final reminder, details of how to set up your Enhanced Listing for the Online Locator were included in the recently mailed dues notices. Should you have any questions about the program, please call Pam Bess.

### Ernest Lee Brown

**Mr. Brown, founder of BC&H company, Inc., Matthews, NC, passed away April 23 of heart failure. We extend our sympathies to his wife, Joye, his son and daughter-in-law, Gary and Ann Brown and his grandchildren and great-grandchildren.**

## Members' News

**Gears & Drive Systems, Inc.**, Spring House, PA, is pleased to announce the appointment of two new District Managers in their Pennsylvania and New Jersey territories. **Terry Galvin** will be District Manager for Eastern Pennsylvania and Southern New Jersey. Terry is a graduate of the U.S. Naval Academy and Rutgers University with a MBA. Terry spent 13 years with Philadelphia Mixers and four years with Transmission Engineering Co. Terry will be responsible for maintaining existing OEM and distributor business while simultaneously developing new accounts. **Richard Paulus** will be heading up Gears & Drive Systems' Northern New Jersey territory where he is living. Richard comes with an extensive background with Delroyd Worm Gear where he sold large Center Distance Worm Gearboxes and the Mayr Corporation where he sold Torque Controlled Clutch Couplings.

**Daido Kogyo Co., Ltd.** of Kaga, Japan, the manufacturer of D.I.D. roller chain has announced the establishment of a U.S. subsidiary and the acquisition of the Power Transmission Division of **Daido Corporation**. This new subsidiary of Daido Kogyo will be known as Daido Corporation of America. Daido Corporation has renamed their organization **AdvanTech International, Inc.** Daido Kogyo's plans include continuing Daido Corp.'s successful market strategies while capitalizing on their direct presence in the market. AdvanTech International, Inc. will continue to manager the Power Transmission business for Daido Corp. of America until September 2002.

On July 1 the employees of **Robco Incorporated**, Carrollton, TX, recognized **Homer**

**Rodden** for 35 years of friendship, guidance and leadership. Homer has served as president and CEO of Robco since 1986 and is a past president of PTR A (1989-1990) and a charter member of PTR A. Please join us in congratulating Homer for his contributions to our industry.

**Ralphs-Pugh Co.**, Benicia, CA, set a sales record for 2001. Their "Silent Roller" with urethane hexagonal adapter was chosen by an increasing number of customers who were cutting costs by extending conveyor life. Their unique product stops frame damage and operates silently to improve older conveyors to better than new performance. The permanently lubricated ABEC-1 precision bearings reduce maintenance costs of both relubrication or rebuilding rollers with replacement bearings. Even better, this saved maintenance time can be used on other projects which may also decrease operating costs.

**Jim Quigley**, President/Owner of **Clarkson Company** of Hoffman Estates (Chicago), IL, has appointed **James "Eric" Wahl** to Vice President, upon successful completion of the Certified Professional Manufacturers Representative (CPMR) course this past January. Clarkson Company, established in 1956 by Walt Clarkson, is a charter member of PTR A with branch offices in Milwaukee and Cedar Rapids, IA and five salespeople covering IL, northeast IN, WI, IA, MN and northeast MO.

**E.E. Rempfer & Associates, Inc.**, a manufacturer's representative since 1946, has added a new division called Rempfer Automation. The company is now organized into two divisions under the corporate entity E.E. Rempfer & Associates, Inc. Rempfer Automation

concentrates on the motion control and automation industries, while Rempfer & Associates concentrates on the Power Transmission industry. This allows maximum coverage of the territory while maintaining expertise in each field to ensure the products are covered effectively. Rempfer Automation has added automation lines including Alpha Gear Drives, Galil Motion Control, MTS Automation, Ormec Motion Control and Granite Microsystems. E. E. Rempfer & Associates, Inc. covers MN, IA, ND, SD, and western WI. The company employs thirteen people with two locations in Minneapolis, MN and Des Moines, IA and has a website at [www.rempferinc.com](http://www.rempferinc.com).

**H & H Sales Inc.** is pleased to announce the addition of **Matt Haedt** to their sales staff. Matt is a recent graduate of the University of Northern Iowa. Matt will be moving to the company's Des Moines, IA sales office and work with **Troy Moss** covering Iowa and Nebraska.

**Oil-Rite Corporation** is the leader in lubrication equipment and is proud to be associated with PTR A. Oil-Rite has made an astonishing breakthrough on two products: Quick Packs, stand alone units that allow for simple set-up and installation; and, PurgeX injector pump (complete line of centralized systems) has 340+ million cycles. Industry statistics state that with the right lubrication equipment, you can lower your maintenance costs by 30%. No one in the industry has achieved such rigorous precision output. Industry standards say 30% of machinery maintenance costs can be achieved by lubrication; just think PurgeX was their solution. It could possibly save them 50%. Sign-Rite is another new break-

through which is to verify fluid output from Oil-Rite's PurgeX Injector Pump. **Rodger Eberly**, National Sales Manager, can be contacted for more information at 920/682-6173, [sales@oilrite.com](mailto:sales@oilrite.com).

PTRA welcomes any opportunity to assist your promotion of your firm! To have your firm's news included in the next Focus, please use the enclosed Quick Report Form. Send it to PTRA before November 1!

## Calendar of Upcoming Events

**2002**

**September 10-12**  
MRERF Sales Skills  
Program  
Southeast Location TBA

**September 12-14**  
PTDA Annual  
Convention  
Marriott Desert Springs  
Palm Desert, CA

**October 22-24**  
MRERF Sales Skills  
Program  
Midwest Location TBA

**2003**

**April 2-5**  
PTRA Conference  
Crowne Plaza Resort  
Hilton Head, SC

**October 16-18**  
PTDA Annual  
Convention  
New Orleans Marriott  
New Orleans, LA

## Welcome New Members

**Bonfiglioli—  
BNA US Inc.**  
Garry O'Neill  
Mason, OH

**RAS Industries Ltd.**  
Daren Van Santen  
Surrey, BC

**Trupower  
Engineering Corp.  
of NJ**  
Bill Truran  
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**Spyraflo, Inc.**  
Patrick Welch  
Peachtree City, GA

## 2002-2003 BOARD OF DIRECTORS

Duncan MacDonald, CPMR  
*President*  
dmacdonald@eip-inc.com

Robert Newman, CPMR,  
*1st Vice President*  
bnewman@  
industri-motion.com

Gregg Smith, CPMR,  
*2nd Vice President*  
gcsmith@smithpower.com

Mark Tsatsos, CPMR,  
*Treasurer*  
satch@houseofmotors.com

Chris Brisbane, CPMR,  
*Secretary*  
dchrisb@  
brisbaneindustrial.com

Les Anderson,  
*Immediate Past President*  
landerson@ljaa.com

## Directors

Tom Calvario, CPMR  
tomcalvario@mflinster.  
com

Joel Casaubon, CPMR  
joel@canner.com

Ron Haynes, CPMR  
haynesrj@leeson.com

Jay Holder, CPMR  
jay\_holder@msn.com

Robert Lennon, CPMR  
bob@tplennoncompany.  
com

Bryce Manthorne  
powcomp@aol.com

Sandy Tobias  
stobias808@aol.com

Jay Bauer  
sales@ralphs-pugh.com

Ted Blaszak  
blaszak@winsmith.com

## Legal Counsel

Mitchell Kramer  
krameresq@aol.com

## Is Your OnLine Listing Getting the Attention It Deserves?



Make sure your firm stands out in the crowd in the PTRA online membership directory ([www.ptra.org](http://www.ptra.org)) when manufacturers come to call! Buy an upgraded listing anytime throughout the year (but now, at the beginning of the new membership year, ensures you get your money's worth for a full year!). Take a look at the info on your dues invoice and choose a Bold (your company name larger and bolder) or Enhanced (includes your company logo and room for up to 100 words of promotional info) listing. The cost is minimal, and the returns will be sure to get *your* attention!

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P.O. Box 150229  
Arlington, TX 76015  
888-REP-PTRA or  
817-561-7272  
FAX 817-561-7275  
info@ptra.org

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